

261—39.1(75GA,ch1201) Purpose. The purpose of the Iowa main street program is to stimulate downtown economic development within the context of historic preservation and to establish a strong public/private partnership to revitalize downtowns and their communities. The main street program emphasizes community self-reliance and downtown's traditional assets of personal service, local ownership and unique architecture. The main street program is based on four strategies which, when applied together, create a positive image and an improved economy in downtown. The strategies are organization, promotion, design and economic restructuring.

Communities selected for participation in this demonstration program will receive technical assistance from the department's main street staff, professional staff of the National Main Street Center, and other professional consultants and may have professional services of other state agencies to draw upon in order to facilitate their local main street program. Participants will receive a grant to aid them in the implementation of their local main street program.